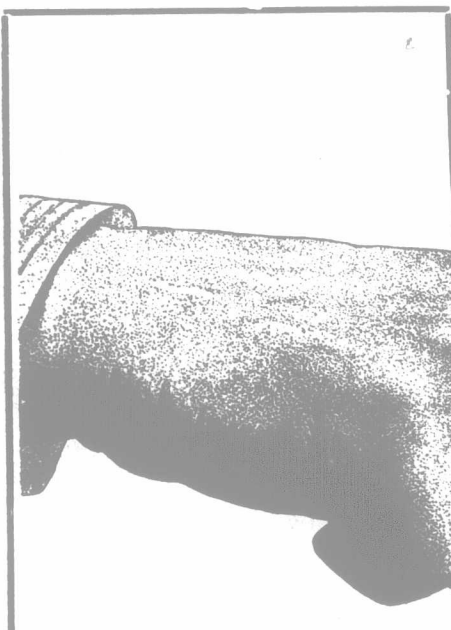


Your talking machine will play Columbia Records even though it may not be a

Columbia Grafonola

THOSE who have made comparisons know that the reproducing tone of the Columbia Grafonola, playing either Columbia Records or other records, is so much richer and more musical, so completely natural and so much more satisfying, that nothing heard before, no matter how good, can approach it in tonal beauty and artistic merit.

But if your instrument is not a Columbia, its tone can be made to closely resemble the Columbia tone by playing Columbia Records on it.



COLUMBIA Records played on your talking machine (regardless of make) will be a tone-revelation to you; because the tone of an instrument depends as much upon the quality of the record making, as on the

reproducing mechanism of the instrument itself.

Vernon Castle
Says Columbia Dance Records are the best he has heard.

I want to congratulate you on the excellent dance records issued; they are the best I have heard. I am using a Columbia 'Grand' Grafonola and Columbia records at Castle House where they are attracting extraordinary attention; the records are played in perfect dance time and are frequently encored by our patrons.
VERNON CASTLE

Here are six double-disc records that are typical of the full thousand 85 cent records listed in the Columbia catalog—among them are two of the latest Columbia double-disc modern dance records:

- 1458 { Tres Chic. One step.
85c. { He'd Have to Get Under Get Out and Get Under. One step.
- 1467 { To my Manis. Tango.
85c. { El Sanducero. Tango.
- 1496 { Camp Meeting Band. Vocal Duet.
85c. { Buffalo Baby Rag. Peerless Quartette.
- 1387 { Endearment. Prince's Orchestra.
85c. { Cupid's First Love. Prince's Orchestra.
- 1494 { While The Rivers of Love Flow On. Tenor Solo.
85c. { As Long as the World Goes Round. Tenor Solo.
- A1281 { Omena. Banjo Solo.
85c. { Dream of the Rarebit Fiend. Accordion Solo.

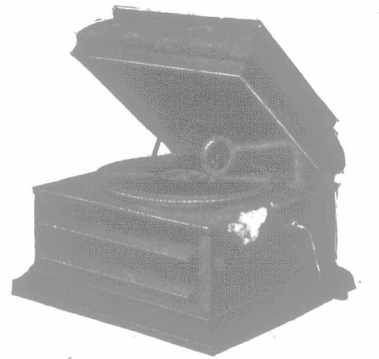
Columbia Double Disc Records

Of the thousands of records in the Columbia catalogue, almost all of them are **double**, all of them are **guaranteed** for tone quality and long wear, and over a thousand of them are listed at 85 cents each. Also included in the catalogue are notable records by such great artists as Bonci, Fremstad, Destinn, Mary Garden, Slezak, Zenatello, Carolina White, Ysaye and Josef Hofmann—records that are **exclusively Columbia**.

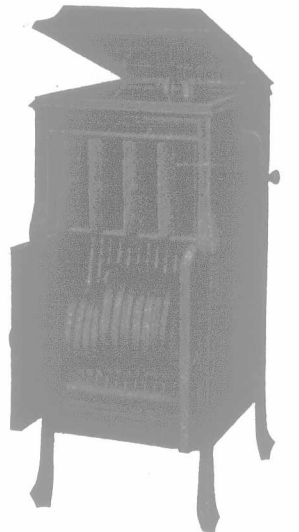
The Columbia series of Dance Records **alone** is enough to give you an entirely new idea of the sort of dance music your instrument is capable of. They are not only among the most remarkable orchestral records ever produced in tone quality, volume and balance—but they are so absolutely perfect in rhythm and tempo that probably not one orchestra in fifty would be capable of providing you and your friends with music for dancing that would be so satisfactory in every way.

Send us 20 cents in coin or stamps, and we will send you our special sample Columbia Record which will play on your disc machine, no matter what make it is.

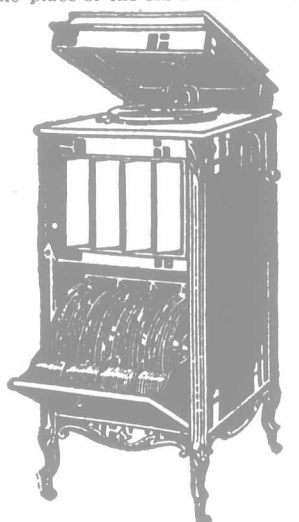
The Music Supply Co.
Sole Dealers for Ontario,
36 Wellington Street East, Toronto



"JEWEL"
The best known and most successful instrument at its price. Equipped with the exclusively Columbia tone-control "leaves" which have taken the place of the old double-door idea. **\$45**



"LEADER"
A complete and completely enclosed upright Columbia instrument. Equipped with the exclusively Columbia tone-control "leaves" which have taken the place of the old double-door idea. **\$100**



"MIGNONETTE"
The highest type of upright Grafonola at its price. Equipped with the exclusively Columbia tone-control "leaves" which have taken the place of the old double-door idea. **\$130**